

'ONE OF MOST IMPORTANT MARKETS'

Para's Big Play For TV Income

Production of motion pictures for theatrical distribution will continue to be the principal source of revenue for Paramount, although its future business is expected to consist of servicing three types of customers: (1) theatre operators, (2) sponsored television and (3)

(Continued on Page 3)

WOMPI Banquet Bright Occasion

The 1957-58 board of the Toronto Club of the Women of the Motion Picture Industry (WOMPI), led by Lois Skinner of Paramount Film Service, was installed last week with an impressive ceremony, conducted by the outgoing president, Gladys Rawnsley of United Artists.

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Canadian Film Awards To Tash, Lew Parry

People, not films, occupied the spotlight at the presentations of the ninth annual Canadian Film Awards, made at the luncheon of the Association of Motion Picture Producers and Laboratories of Canada which divided its meeting in the King Edward Hotel, Toronto, last week. Film competition was suspended for 1956 and awards limited to "distinguished contributions to Canadian film-making." Certificates were given to individuals and organizations for significant contributions and whose current projects raise standards of production.

Leonard W. Brockington, QC, CMG, presented the awards following the reading of the citations by

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Theatre Under Construction

Napoleon Molley has started work on his Rex Theatre in Beau-dry, Quebec. It will be the first in the community.

THAT'S WHAT JOHNSTON SAID ABOUT CANADA TO MPA

"The Canadian market has for the past several years been one of the most important markets in the world for American films outside the U.S.," Eric Johnston, president of the Motion Picture Association of America, stated in his annual report.

Sovereign To Handle Disney TV Shows

Sovereign Film Distributors, Emp-U subsidiary, is now Canadian representative for the Walt Disney TV programs, it was announced last week by Roy Disney, president of Walt Disney Productions, and Alex Metcalfe, Sovereign's general manager. Growth of the TV industry in Canada has caused the need of direct contact with sponsors.

The agreement is for the Mickey Mouse Club show in English and French versions and the new 30-minute series about colonial California, Zorro, which reaches home screens in October. Also included are the English and French versions of the hour-long Disneyland program, which has been televised over the Canadian network since its inception in October, 1954.

Details of the agreement were completed during the visit to Toronto of Don Tatum, TV executive from the Disney studios, and James V. O'Gara, Disney's Eastern and Canadian sales manager. Torchy Coatsworth, aide to Metcalfe, sat in on the discussions.

"Though there has been some decline in the gross boxoffice in the last three years due to the inroads of TV, Canadian film patrons are still spending nearly \$90,000,000 a year at the boxoffice." His acknowledgment of Canada's importance to Hollywood was contained in the section about the nine-year-old Canadian Co-operation Project, described as designed "to bring to the attention of film patrons in the U.S. and throughout the world, through short subjects, newsreels and feature pictures, information on Canada, our staunch friend and northern neighbor."

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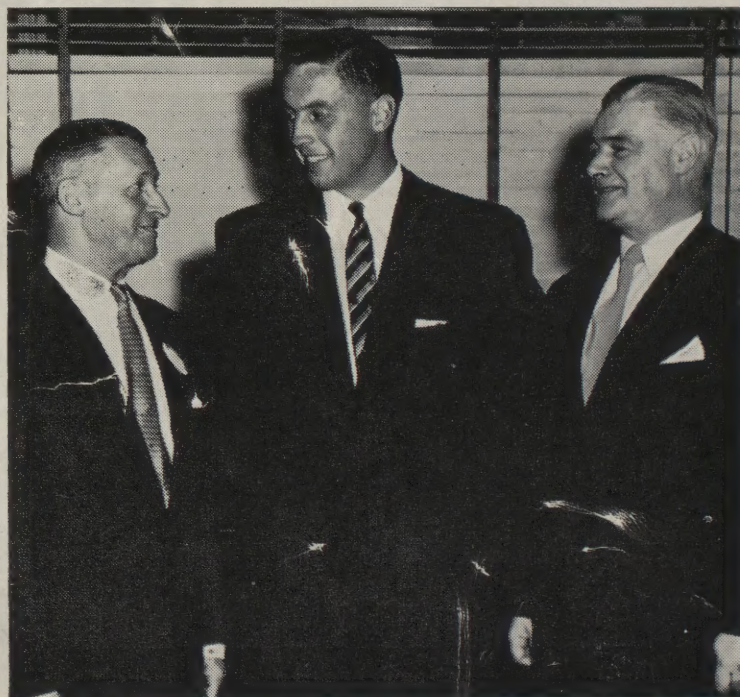
Phil Maurice PQ Pioneers' Prexy

One of Quebec's most popular showmen, Phil Maurice, was doubly honored at the recent annual meeting of the Quebec Division of the Canadian Picture Pioneers. The veteran executive of Consolidated Theatres was not only elected president but was also

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ATA's Meeting Date

Annual meeting of the Alberta Theatres Association will take place in the Palliser Hotel, Calgary on August 18-19. Three-man committee made up of Frank Kershaw, Mark Jenkins and Roy Chown will look after business and entertainment arrangements.



PQ Pioneers' President and Guests at Annual Dinner

The newly-elected president of the Quebec branch of the Canadian Picture Pioneers and its Pioneer of the Year, Phil Maurice, is shown here with the guest of honor at the annual dinner, Jean Beliveau of the Canadiens, and the guest speaker, Walter O'Hearn of The Montreal Star.

ATA DIRECTORS RE DISTRIBS REQUEST FOR SIX-YR. AUDIT

Request for audit of exhibitors' books covering the past six years, made by Canadian distributors, drew this from the Alberta Theatres Association: "No mention is made of flat buys and it is our opinion that if an exhibitor is subjected to an audit it should include all boxoffice receipts whether flat

or percentage because many times an exhibitor loses money on high flat rentals and receives no rebates." The ATA directors, after a recent meeting in Calgary, said: "We believe the time has come for a test case." The audit is being carried on in the United States and Canada, which is the domestic market.

The Stratford Film Festival

(LEONID KIPNIS, *Director*)

STRATFORD, ONTARIO, CANADA

In Its Second Year as Part of

THE STRATFORD

Shakespearean Festival

(MICHAEL LANGHAM, *Director*)

FIFTH SEASON

JULY 1 TO SEPTEMBER 7

which also sponsors

The Stratford Music Festival

(GORDON JOCELYN, *Administrator*)

THIRD SEASON

JULY 31 TO SEPTEMBER 6

The Stratford Film Festival

will be held in the

VOGUE THEATRE

Afternoon and Evening

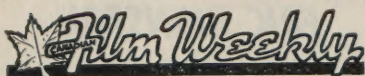
July 8 - 20

FRANCE French Can-Can	GERMANY The Devil's General	GREECE A Girl in Black	YUGOSLAVIA The Girl and the Oak
JAPAN The Rose on His Arm	AUSTRALIA The Back of Beyond	CZECHOSLOVAKIA From My Life	UNITED KINGDOM Pacific Destiny
ISRAEL Hill 24 Does Not Answer	MEXICO Torero	CANADA Oedipus Rex Canadian Profile	UNITED STATES Naked Eye On the Bowery
POLAND To be announced	U.S.S.R. Malva The Heart Sings	ITALY To be announced	

*Our thanks to the producers, distributors and countries
for their participation*

**THE STRATFORD SHAKESPEAREAN FESTIVAL
FOUNDATION OF CANADA**

A. M. BELL, *President*



Incorporating the
Canadian Moving Picture Digest
(Founded 1915)

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PARA'S BIG PLAY

(Continued from Page 1)

home boxoffice provided by pay television. Barney Balaban, Paramount president, explained this to the company's stockholders at the annual meeting in the home office, New York, last week. Paramount is in theatre distribution, theatre exhibition and television station operation in Canada. The first is through Paramount Film Service and the latter two through its subsidiary, Famous Players. Its 16 mm. films are handled by General Films.

Admonishing that the theatre market should not be "sold short" by anyone, Balaban pointed out that "traditional theatre outlets have demonstrated their ability to continue as our basic source of revenue, although at reduced levels." He said there were profits to be made from theatre audiences "if you have the right pictures," and cited the extraordinary box-office achievements of Cecil B. DeMille's production of *The Ten Commandments* in this connection.

Balaban revealed that Paramount intends to become an important supplier of motion pictures for television. He pointed out that the company has been careful not to make "any premature deals involving our pre-1948 film library," the temptation to do so notwithstanding.

New horizons in the TV field, Paramount's president declared, presage "the evolution from complete reliance on theatre outlets for our product to a broader, diversified market encompassing both theatres and television."

A far-reaching revolution both in motion pictures and television, he said, is portended by "the significant success scored by old feature film libraries released to television during the past year."

The developing pattern of television economics now confirms the view that pay TV is inevitable, Balaban indicated. He said production costs have risen "astronomically" in TV, set saturation is being approached, and the problem of reconciling TV ratings with higher costs to the sponsor is becoming more discouraging to advertisers. Pay TV is the answer to this, he declared.

Canadian Film Awards

(Continued from Page 1)

W. R. Carroll, past president of the Canadian Association for Adult Education. Chairman was Charles Topshee, chairman of the Management Committee of the Canadian Film Awards and executive director of the Canadian Film Institute.

Judges for the competition were J. R. Kidd, director of the Canadian Association for Adult Education; Walter B. Herbert, director of The Canada Foundation; Miss Helen Wilson of the Ottawa Film Society; John Robbins, editor of *Encyclopedia Canadiana*; and Charles Topshee.

Citations and awards were made as follows:

Associated Screen News Limited — For its initiative in developing a program of training young personnel to meet the demands of Canada's growing film industry; Crawley Films Limited—In recognition of the company's distinguished production program in the field of educational films; Yorkton Film Council—In recognition of its distinguished International Film Festival which demonstrates the contribution of the film council movement in Canada; Lew Parry—For his distinguished leadership in the development of a Canadian film industry.

Joint citations were given to Harold P. Brown, E. Fred Holliday and James R. Pollock for their pioneer work and their continued devotion to the development of Canadian films in education.

Roy Tash—For more than a quarter-century of photographing and editing Canadian newsreels and the only sustained project in theatrical film-making in Canada.

Donald Mulholland—For his notable encouragement of creative Canadian film production.

Reverend Anson C. Moorhouse—For his pioneering in the inspira-

tional aspects of Canadian film-making.

John Grierson—In recognition of his unique contribution to Canada's film-making art and industry.

Frank Radford Crawley and Judith Crawley—For their unique contribution as a team to Canada's film-making art and industry.

Trophy of the AMPPLC was given for the best film entry of the amateur competition. Judges for this competition were Guy Glover, NFB, chairman; Tom Daly, NFB; Henry Michaud, Omega Productions; Gordon Sparling, ASN; and Henry Strub, Aluminium Secretariat Limited. John W. Ruddell of Toronto received the trophy and first award for his "ingenious, imaginative and sensitive" treatment of the subject in his film, *Prelude to Spring*.

Honorable mention went to Miss Helen Webb-Smith of Ancaster, Ontario, for *A Sugar Maple*, for its "clear, simple and attractive" presentation.

NFB Subject Wins

City of Gold, the National Film Board's short about the Yukon Gold Rush, won a top award at the World Film Festival in Cork, Ireland. The French-language version was used.

Jan Holden In 'High Flight'

Jan Holden, UK actress, will star in Warwick's *High Flight*.

Mountie TV Series

Mrs. Mike, story of the wife of a Mountie by Nancy and Benedict Freedman, will be made into a filmed TV series by Harry Ackerman of Ticonderoga Productions and Edward Gross. It was a popular UA motion picture a decade ago.

FOUR COMPANIES INCORPORATED

Letters Patent of Incorporation were issued recently to four companies of interest to the motion picture industry under the Companies Act by the Department of the Secretary of State of Canada. Names and details of the new outfits are as follows:

C & C Films of Canada Limited—A private company in Ottawa of which the incorporators are Roy Adolph Prediger, attorney-at-law; John Joseph Dunne, accountant; and Irene Clara Anderson, bookkeeper, all of New York City. Authorized capital is 500 shares of the par value of \$100 each.

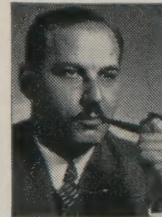
Allied Colour Film Service Limited — A private company in Toronto, incorporators of which are Clair Tooze and Joseph Williams Thompson, Queen's Counsel; Robert Muir, solicitor; Doris Read and Mildred Hazel, secretaries, all of Toronto. Authorized capital is 27,000 preference shares of the par value of \$10 each and 30,000 common shares without nominal or par value.

Mars Film Productions Limited—A private company in Ottawa incorporated by John Hamilton Quain, Redmond Charles Hamilton Quain and Redmond Thomas Quain, advocates, all of Hull, Quebec; and Ethel Louise Shooter and Marguerite Cavan, secretaries, both of Ottawa. Authorized capital is 10,000 shares without nominal or par value.

Tele-France-Canada Ltee — A Montreal company of which the incorporators are Guy-Eugene Boisvert and Georges-Charles Lachance, advocates, and Jeannine Pollet, secretary, all of Montreal. Authorized capital is 2,000 shares of the par value of \$100 each.



DOES the showing of major old films on TV affect motion picture theatre attendance? We may have an answer to this important question very soon.



Since last Fall there has been available to TV stations, particularly in the United States, a fine array of old movies. Country-wide the boxoffice has not really been strong since last summer and, based on this, distributors are withholding their real blockbusters for this period of the year. This summer may well determine the sagacity or folly of making available to TV stations for free showing to the public something similar to what we are trying to sell.

For several years attendance charts have shown an upward curve in the summer months when the so-called better shows are off TV. There are proponents of the theory that good old movies on TV do not detract from theatre attendance but rather draw their viewers from the other available shows on TV. They suggest that many people are driven to motion picture theatres because frequently they can only see old movies on TV and they want to see new ones. The other school of thought suggests that the quality of TV entertainment in the past year has dropped to a new low, as evidenced by the number of TV shows which are being cancelled out after this season. They further aver that only the good old movies have helped maintain the viewer level for TV across the board.

With the arrival of July we shall witness the release of a most formidable array of top motion picture entertainment. If business takes a spurt similar to the one last year it will be safe to assume that old movies do not basically affect motion picture theatre attendance. Conversely, if the anticipated rise in attendance does not materialize, one must veer toward the conclusion that the motion picture industry has made a sad mistake by selling its backlog, even for the reported one to two hundred million dollars, and that in the long run this may cost the business many times more than that. It is possible that some companies are withholding de-

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PQ PIONEERS

(Continued from Page 1)

named The Pioneer of the Year for the branch.

Presentation of the certificate symbolizing the honor was made by Fred Peters, whom Maurice succeeded as president, at the dinner which followed the meeting in the Sheraton Mount Royal Hotel. The Pioneers and their guests, drawn from among leading citizens, enjoyed an address by Walter O'Hearn, film, theatre and book critic of The Montreal Star. The guest of honor was Jean Beliveau, famed star of the Montreal Canadiens.

Other officers elected were Honorary president, L. Ernest Ouimet; vice-presidents, Armand Besse and Harold Walker; secretary-treasurer, Arthur Larente; welfare, W. J. O'Loughlin; fund raising, Oscar A. Richards; membership, John Levitt; and publicity, Allan Spencer.

Directors elected were Harold Vance, Guy Bachand, Leo Choquette, Mickey Isman, Lloyd Pearson, Mel Lodge, Nick Lazanis, U. S. Allaire, W. H. Mannard, Harold Giles and W. Deveault.

Trustees of the Pioneers are Arthur Hirsch, William Lester, B. E. Norrish, J. A. DeSeve and W. J. Singleton.

Fire Destroys PQ Theatre

Leo Choquette's 500-seat Bey's Cinema Theatre in Thetford Mines, Quebec was completely destroyed in a recent fire. There are two other houses in the community.

GUNFIGHT AT THE O.K. CORRAL

with Burt Lancaster, Kirk Douglas, Rhonda Fleming, Jo Van Fleet.

(VistaVision-Technicolor)

Paramount 122 Min.

If masculinity and Westerns are still in style, Gunfight at the O.K. Corral should drag 'em in like a high-powered suction machine. Producer Wallis, whose prowess at picking commercial properties is exceeded only by his ability to fill them with top stars, has once again done both.

"Gunfight" is a top-drawer Western, tingling with two-fisted action, and rippling with high-powered dialogue. Credit scripter Leon Uris with an exceptional job, for the principals not only dress in an urbane manner, but talk intelligently, as well. A little pruning might have tightened final sequences, but most audiences will probably overlook this fault.

Recorded in Technicolor and VistaVision by cinematographer Charles Lang, Jr., the footage boasts some unexpected and notable set-ups. Director Sturges has kept the pace brisk at the action swells towards a two-family gun-battle at the O.K. Corral. An abundance of minor crises keeps the plot crisp as such familiar names as Wyatt Earp and Doc Holliday prove their worth in keeping law-breaking to a minimum.

Sturges has worked extraordinarily well with his cast, getting strong performances from Rhonda Fleming, Jo Van Fleet, John Ireland, Lyle Bettger, Frank Faylen, Earl Holliman, and of course Lancaster and Douglas. The latter two portray marshall Wyatt Earp and the TB-ridden gambler, Doc Holliday, respectively.

CAST: Burt Lancaster, Kirk Douglas, Rhonda Fleming, Jo Van Fleet, John Ireland, Lyle Bettger, Frank Faylen, Earl Holliman, Ted De Corsia, Dennis Hopper, Whit Bissell, George Mathews, John Hudson.

CREDITS: Producer, Hal B. Wallis; Director, John Sturges; Screenplay, Leon Uris; Suggested by an article by George Scullin; Photography, Charles Lang Jr.

DIRECTION: Excellent. PHOTOGRAPHY: Masterful.

(From The Film Daily, New York)

SOMETHING OF VALUE

with Rock Hudson, Dana Wynter.

MGM

113 Mins.

The interest and controversy aroused by Robert Ruark's best-seller of the same name upon which Pandro Berman has based his production, the drawing status of current fan favorites Rock Hudson and Dana Wynter, the topical problem of the Mau-Mau in Africa, and the uniquely beautiful back-grounds shot on location there, foretell another Metro commercial success.

Most of the book's cruelties and orgies have been deleted by scripter Richard Brooks, who has detailed enough tribal custom to convey the primitive nature of the people without dwelling on the morbid sensationalism of their acts. His direction, too, shows a sympathetic approach to the black-vs-white problem with an effective restraint.

Photographed by Russel Harlan, the footage is exciting as it takes in panoramic nature views and shots of animal herds, while following the progress of the story.

Berman's production is an impressive one, for he has gathered the talents to make it a forceful, absorbing drama which parallels news stories dealing with Mau-Mau atrocities. There is much that is film, and much that bears remembering, for its underlying plea is one of equality for peoples of all faiths and colors.

Hudson and Miss Wynter are attractive and capable in their roles and are given excellent support by Sidney Poitier, Walter Fitzgerald, Robert Beatty, Juano Hernandez, Wendy Hiller and Ken Renard. Authenticity is added by the use of native Africans as extras whose unusual ear lobes, hair-do's and attire create interest.

CAST: Rock Hudson, Dana Wynter, Wendy Hiller, Sidney Poitier, Juano Hernandez, William Marshall, Robert Beatty, Walter Fitzgerald, Michael Pate.

CREDITS: Producer, Pandro S. Berman; Director, screenplay, Richard Brooks; Based on the book by Robert Ruark; Photography, Russel Harlan.

DIRECTION: Deft. PHOTOGRAPHY: Superior.

ERIC JOHNSTON

(Continued from Page 1)

Said Johnston in his report: "Canada today is one of the leading powers in world affairs. Her statesmen are held in high regard in all international councils; her raw materials are shipped to the most remote corners of the world; and the Canadian dollar is sound—backed up by a strong domestic economy. This story of Canada's economic development and leading position in world affairs is being told through films produced and released by the U.S. motion picture industry."

Johnston's other annual report, that for the Motion Picture Export Association of America, provides some indication for his appreciation of Canada. "On the whole, the markets for American motion pictures outside the United States have continued to grow just as was anticipated. Along with the growth has come an increase of difficulties of doing business, which was expected too."

Of the countries outside the United States, Canada is an exception to the part of that statement which refers to the difficulties of doing business. Canada has no changes and tightening restrictions as is the case in Japan, political and economic upheavals as in the Philippines and Indonesia, a film crisis like that of India over drastic tariff actions, theatre price controls as in Central and South America, new tax and quota attacks on American films as in England and France and impositions on them as in Italy and France. Nothing in Canada is designed to limit the earnings of USA films and nothing exists which restricts the remittance of those earnings.

Johnston touched on many things in his domestic report — modernization of the Production Code, market research, "the cancerous tenacity of motion picture censorship by prior restraint" and a further reduction of the situation "where the public is unable to examine the activities of the censor that are carried on in the dark."

He announced the Golden Jubilee of Motion Pictures, based on the first use of Hollywood for production; reported that the Code Administration had serviced 609 scripts, a slight increase, and that 4,997 titles were offered for registration to the Title Registration Bureau, of which 177 were returned because of prior submission and 16 rejected for non-conformity with Code standards. The 244 major companies and producers using the Bureau reported the release of a total of 752 theatrical features.

Other active departments were Community Relations, the Children's Film Library, Educational Services, the Technical Services Department and the Foreign Film Advisory Unit.



This month
EYE WITNESS

reports on

ASTRONOMICAL SOCIETY
(Regina)

RESEARCH IN PULPWOOD
(Hawkesbury, Ont.)

SEA CADET TRAINING
(Kingston)

ask for Eye Witness #89

BOOK THIS ALL-CANADIAN NATIONAL FILM BOARD SERIES
EVERY MONTH THROUGH COLUMBIA PICTURES

NEW NFB RELEASES INTERESTING

Subjects of the latest releases of the National Film Board are proving of special interest because of their diversity and specialized themes. In the four current shorts are one each in the Canada Carries On and Eye Witness series for exhibition in theatres and one each in the Perspective and World in Action productions for showing on TV.

The Canada Carries On film is 10 minutes in length and in color and is titled Trooping the Color. It shows the Princess Patricia Light Infantry performing the Colors ceremony in Calgary. Eye Witness No. 89 deals with the Hodges family of astronomers in Regina, wood science as practiced by Canadian International Paper at Hawkesbury, Ontario and a training cruise of the Sea Cadet Corps of Kingston.

Titled David — The Profile of a Problem Drinker, the Perspective short deals with the causes and effects of alcoholism, while the World in Action film, titled Storm Clouds Over the Colonies, has as its theme the various complications brought about by economic development in the colonial areas of the British Empire.

The World In Action subject to follow, No. 11, is Black and White in South Africa.

20th Century-Fox
proudly
announces
a distinguished
motion picture
from
the pages of
the supreme novel
by the master
story-teller!



JOHN STEINBECK'S The Wayward Bus

CINEMASCOPE

PRODUCED BY

CHARLES BRACKETT who gave you "The King and I"

DIRECTED BY

VICTOR VICAS one of Europe's outstanding directors

SCREENPLAY BY

IVAN MOFFAT from the novel by JOHN STEINBECK

to be launched on its important career
soon at the

VICTORIA THEATRE, New York
and at
selected theatres across the nation



The **Steinbeck** people!

The **Steinbeck** passions!

The **Steinbeck** power!



JOAN COLLINS in a performance revealing a new peak of power!

JAYNE MANSFIELD emerging as an actress of great emotional range

DAN DAILEY in one of his most penetrating characterizations!

AND THE FRESH AND COMMANDING NEW TALENTS OF

RICK JASON destined to be a great new romantic star!

BETTY LOU KEIM brilliantly fulfilling the promise of "Teenage Rebel"!

DOLORES MICHAELS introducing a young beauty with notable acting skill!

WITH

LARRY KEATING • ROBERT BRAY • KATHRYN GIVNEY • DEE POLLOCK • WILL WRIGHT



another **BIG ONE**
from 20th!

WOMPI BANQUET

(Continued from Page 1)

Scene of the annual installation dinner was the Cascade Room of Town and Country. Officers installed with Mrs. Skinner were Audrey Duke, Odeon Theatres, first vice-president; Jean Uttley, Paramount, second vice-president; Jean MacLennan, International Film Distributors, recording secretary; Veronica Kiszkiel, Paramount, corresponding secretary; and Ruth Frankson, General Theatre Supply, treasurer. The directors installed were Joan Shields, GTS; Jessie Harkness, Odeon; Mary Sasaki, MGM; Marion Kadey, Canadian Motion Picture Distributors Association; Mary Colangelo, Empire-Universal Films; and Muriel Cockerham, General Films.

The guest speaker, Ken Johnson of The Telegram, Toronto, gave an amusing account of his recent visit to Hollywood to appear in the Paramount feature, *Teacher's Pet*. He was introduced by A. J. Laurie, publicity director for United Artists in Canada. Other guests at the dinner were Leonard Bishop, manager of the Hollywood Theatre, and Hye Bossin, editor of the Canadian Film Weekly. Johnson was thanked by Kerry Watt of Empire-Universal.

The outgoing president, Miss Rawnsley, was presented with a gift in behalf of her clubmates by Mrs. Skinner. This was followed by a draw for a floral table decoration and much laughter resulted when the winner was Miss Rawnsley.

The outgoing president, reviewing the year's work, revealed that the projects' fund is now over \$1,000. The WOMPI work included an entertainment party and gifts for patients of the Ontario Hospital, Christmas hampers for needy families, aid to the Woodgreen Community Centre, and the provision of a \$365 brace to its protegee, Diane Hartford. "Variety helps crippled boys," said Miss Rawnsley. "We are trying to help crippled girls." Two rummage sales helped raise almost \$300.

Miss Dawn Parker sang during the evening, which closed with a screening.

Cast In 20th-Fox' 'April Love'

Pat Boone and Shirley Jones will star in 20th-Fox' *April Love*.

OUR BUSINESS

(Continued from Page 3)

cisions on the selling of any of their films, or further films, to TV until more information is provided by this summer's results.

In this country we have no control over the situation and can only watch and wait. What happens in the next few months will further help to color the picture of the future of the entertainment business in the electronic era.



FOUR FEATURES for major release may be shot around here, with Film Industries' plant the centre of activity. USA producers have been talking to Dave Coplan. The second sound stage, larger than the first, is completed. That reminds me that the news which Leonid Kipnis asked me to keep quiet about two months ago turned up in Herb Whittaker's *Globe and Mail* column: that Guthrie would direct two features—one a Shakespearean drama and the other a Canadian story . . . Two former National Film Board cabinet bosses, Bob Winters and Walter Harris, were beaten in the election, as was Dr. McCann, the CBC's senior authority. The Conservative victory may be a shadow-casting event. There's certainly plenty to think about . . . The voice of Win Barron, for so many years the voice of the *Canadian Paramount Newsreel*, returns to the public earways as moderator of the CBC TV show, *Front Page Challenge*, which Harvey Hart gets under way June 24. Alex Barris, just off the air with *The Barris Beat*, caught a ride on this summer sustainer, which will be prettied up by Toby Robins and Carol Starkman . . . Title of an NFB *Perspective* subject is *Test Pilot*. Same title was used by MGM in 1938 for the picture starring Gable, Loy, Tracy and Barrymore . . . *Scott Brady* and a lady wandered into the Club One Two at midnight for a drink—and found that it was election night and the place was dry. Came into town unpublicized and unhonored—and nobody seems to know why . . . *Congratulations* to Raoul and Esther Auerbach, who celebrated their 25th anniversary at Grossinger's.



MORALS: Just before his death Humphrey Bogart was interviewed by Art Buchwald of the *New York Herald-Tribune* and the actor made an interesting point that should be filed under *It All Depends How You Look At It*: "No one who has been married four times can be accused of loose morals."

AROUND THE WORLD in 80 Days continues to make quite an impression on all who see it. But no greater impression than it made on one section of its audience when, as a stage vehicle, it played Winnipeg in the 1880's. George H. Ham told about this in his book, *Reminiscences of a Raconteur*, published by Musson in 1921.

Ham, who worked and wandered through the Northwest, wrote: "It is a general belief that the Indian never laughs. This is incorrect. The red man enjoys a joke as well as the white or black or yellow, and his imagery is poetic." He had known Red Crow, chief of the Bloods, on the prairie and met him again in Winnipeg, where he and other Indian leaders had arrived on their way to Britain as guests of Queen Victoria.

"I took the band to an ice cream parlor and as he ate his first dish, the chief called it 'sweet snow' and said that on the next fall of it he would send down all his squaws with baskets galore to secure a plentiful supply.

"In taking them to the theatre that night, the electric lights were turned on; gazing up at them, he put his hands over his mouth, and exclaimed, 'Oh my, oh my, oh my, the white man is wonderful. See! he has plucked a lot of little stars from the skies and put them on poles to light the village with. He is wonderful.' And to this day Red Crow imagines those lights are little stars captured from heaven and utilized by the angelic corporation of Winnipeg for street lighting purposes. 'Around the World in Eighty Days' was the play produced and my dusky guests uninterestedly viewed the opening scenes. But when the Deadwood stage was attacked by Indians there came a decided change in their demeanor. All called out encouragingly in the Indian tongue to fellow reds on the boards, and they became greatly excited and their unceasing activities of person and guttural whoops attracted more attention to the group than did the actors. After the show we met their brothers in red, who belonged to another tribe, and it was explained to them that this was only play-acting and stage robbery was now obsolete."

News Clips

Two-week camping trip to Northern Ontario is the reward of the 13 winning Golden Glovers of Auburn, Indiana. It's the idea of Hobart E. Hart, veteran local exhibitor and regional Amateur Athletic Union official . . . Forty nations will be represented at the VIIth International Berlin Film Festival, which will last four weeks beginning June 22. A Youth Film Festival will take place during the regular Festival for the first time . . . The Rank Organization is now distributing in Panama, Central America and Venezuela.

Biography of John Murray Anderson, who was born in Newfoundland and who died recently, has been published. Written by his brother Hugh, president of the Canadian Club of New York, it's called *Out Without My Rubbers* . . . Russell Hicks, 62, veteran screen character actor, died in Los Angeles and J. Kent Thurber, 65, actor and director, in Florida.

Barbizon Productions Corporation has been formed by Morris Halprin and Alfred W. Crown, who have resigned their posts with Allied Artists to produce two features in the USA, *The Cop Hater* and *The Muggers*, and a TV series in Britain . . . Associated Artists paid \$600,000 for the One Hundred and Ninety Nine Pictures Corporation, which has AA films for TV . . . Because France wouldn't allow shooting for MGM's *Dreyfus*, Jose Ferrer, star and director, moved his crew to Brussels.

Robert Giles, whose family helped found United Amusements, Montreal, was the subject of a recent photostory in *Weekend*. He's a publicity man with The Rank Organization in London . . . Clyde Gilmour, motion picture critic of The Telegram, Toronto, is looking at the Italian studios and Sydney Johnston of The Montreal Star film-stage staff, is writing from Europe . . . Saskatoon theatre managers have renewed their appeals to the City Council for a reduction in the amusement tax.

Decision of Chief Justice McRuer of the Ontario Supreme Court that the CBC must stand trial with Toronto newspapers and radio stations for violation of the Lord's Day Act may be appealed. The CBC claimed exemption from prosecution because it's a Crown agency . . . Two Alberta exhibitors, Bill Ramsay of Canmore and Ab Staniland of Edmonton, are on the road to recovery after illnesses which caused hospital confinement . . . The Alberta Theatres Association asks members to refrain from personal statements to press and radio on industry policies.

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baseball games
big brass bands
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writing songs
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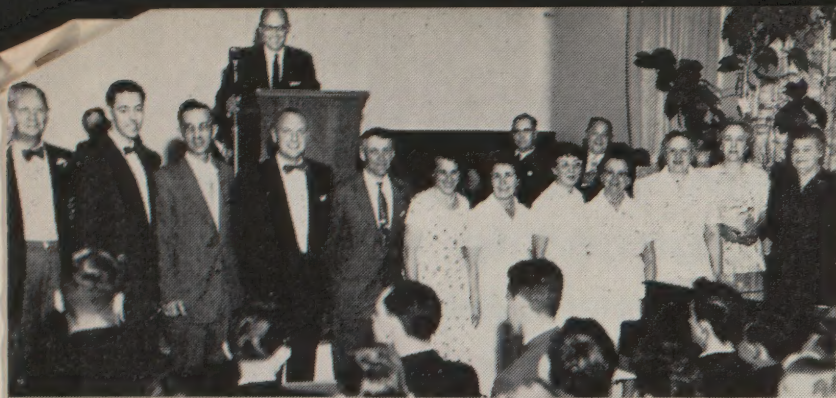
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ALEXIS SMITH · DARREN MCGAVIN

Guest Stars GEORGE JESSEL · WALTER CATLETT

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Based on the book by Gene Fowler · Dances and Musical Numbers Staged by Jack Baker · A PARAMOUNT PICTURE



THE PRIDE OF TENT 28, TORONTO — VARIETY VILLAGE — BRINGS ITS TOTAL OF GRADUATES TO 115

These photos, taken by Alex Gray for the Variety Club of Toronto, show scenes at the annual graduations of the pupils of Variety Village, the vocational guidance school and residence in Scarborough, near Toronto, which is supported by show and sports folk.

The top photo on the left shows the headmaster and principal, Arthur Robertson, after he completed the introduction of the members of his staff, who are shown lined up below him. The right-hand photo shows members of the student

body and behind them guests at the ceremonies, held in the Common Hall.

The lower-left photo shows part of the scene on the quadrangle, where a buffet dinner was served before the ceremonies. Two of the Variety Club's three chaplains are in the centre photo: Reverend Ray McCleary and Father George Cherrier. Douglas Draper, the valedictorian, speaks as three of the platform personages listen intently. They are Richard Sutton, MPP; Chief Barker N. A. Taylor of the Variety Club, who was the chairman; and A. M. Campbell, the Reeve of Scarborough.

First 'Sally' Award To Cecil B. DeMille

Cecil B. DeMille was presented with the Salvation Army's first "Sally" award by the USA national commander, Donald McMillan of New York, before 1,000 persons in the Statler Hotel, Los Angeles, last week. It will go annually to the individual whose accomplishments for the social and spiritual betterment of Mankind is in harmony with Salvation Army ideals and practices.

The award is symbolized by a statuette eight inches in height which shows a Salvation Army girl guiding the steps of a small boy.

WB's 'Marjorie Morningstar'

Irving Rapper will direct WB's Marjorie Morningstar.

Carlton Joins NAC

Carlton Automatic Vendors Limited, Toronto, of which Gurston Rosenfeld is president, has joined the Jobber-Distributor Segment of the National Association of Concessionaires. The NAC head office is in Chicago and the Canadian Region office is in Toronto.

Columbia Buys New Novel

Columbia has acquired Whit Masterson's *The Shadow in the Wild*.

AA's 'Portland Expose'

Edward Binns stars in Allied Artists' *Portland Expose*.

UK Author Here For 'Dr. At Large' Preem

Visitor to Toronto for the North American premiere of The Rank Organization's *Doctor At Large* last week was Dr. Richard Gordon, on whose original stories the film and its two predecessors in the series have been based. *Doctor At Large*, which follows the tremendously successful *Doctor in the House* and *Doctor At Sea*, opened at the Odeon-Hyland and five Odeon nabe houses.

Dr. Gordon, accompanied by his wife, was interviewed on TV and radio and by newspapermen during his short stay in the Queen City.

Added To Fox's 'Young Lions'

Barbara Rush, Tony Randall and May Britt have been added to the cast of Al Lichtman's first independent production for 20th-Fox, *The Young Lions*.

Mike Zahorchak Sued By Gypsy Rose Lee?

Gypsy Rose Lee and four members of her troupe, along with Paul Klighman and other Canadian performers, filed a writ asking \$2,000 in Osgoode Hall, Toronto against M. W. Zahorchak of Niagara Falls, Ontario, who last year presented live entertainment in the Hollywood Theatre there in association with Eric Greenwood. Another claim asks \$5,000 from Greenwood and the London and Lancashire Guarantee and Accident Company of Canada, considered by the issuers of the writ to be the bondholder.



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"FOR WHOM
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